

# **Recruiting Glossary**

## **Standard Definitions**

### **Accessions Per Recruiter (APR) Gross**

The total number of contracts divide by months on productivity, e.g., 12 Contracts divided by 6 Months = 2.0 Gross APR.

### **Accessions Per Recruiter (APR ) Net**

Total number of contracts minus all pool discharges, divided by number of months on productivity, e.g., 12 Contracts minus 1 pool discharge divided by 4 months = 2.75 Net APR.

### **Approvals**

Officer candidate applications that have been approved by HQMC.

### **Direct**

Individuals enlisted and shipped during the same month.

### **Gross New Contracts**

The total number of new contracts written during a period of time.

### **MCRD Attrition**

Expressed as a percentage, the number of MCRD discharges divided by the total number shipped for a specified period.

### **Minimum New Contract Goal**

The number of the net new contracts needed to make monthly and annual shipping quotas and to have a healthy start pool at the beginning of the next fiscal year. The start pool goal is expressed as a percentage of the following fiscal year's total force shipping quota.

### **Mission**

Is the number of new contracts to be written by officer selection officers and recruiters and placing these contracts by category into the designated month/months so that the RS can achieve its shipping quota.

### **NCOIC Not on Production**

A NCOIC of a large RSS (normally, at least 3 production recruiters plus the NCOIC) who is not required to write contracts himself. He is responsible for the management of that facility, the continuous training of assigned recruiters and the attainment of assigned shipping missions.

### **New Contract Goal**

The number of new contracts the Commanding Officer desires a recruiter's RSS or the RS to produce during a specific month or for the year. New Contract goals should be specified as either net new contract goals or gross new contract goals.

### **Net New Contracts**

The total number of new contracts written over a period of time minus the number of pool discharges occurring during the same period of time.

#### Overship

A tasking to a RS or a RSS to exceed its assigned monthly or Annual Shipping Quota in any component or category.

#### Pool Attrition

Expressed as a percentage, the number of pool discharges divided by the total number of gross new contracts for a specified period.

#### Pool Goal

The percent of future month's shipping quotas the RS is to have in the pool by the end of the current month, or the percent of next year's shipping quotas the RS is to have in the pool by the end of the current year.

#### Recruiters on Production

Those recruiters who are required to write new contracts each month.

#### Shipping Quota

For enlisted recruiting, the number of individuals the RS must ship to recruit training or reenlist during a given month or for the entire fiscal year. For officer recruiting, the number of officer candidates the RS must send to training for each Officer Candidate Class and Platoon Leaders Class. Enlisted shipping quota is assigned on a fair share basis as determined by the RS structure, determined by the RS commanding officer. Officer shipping quotas are assigned on a fair share basis as determined by an OSS's share of the RS's qualified college population (QCP).

#### Submission Goal

The number of officer candidate applications to be submitted to the RS, District or HQMC by a certain date.

#### Total Force

The sum of all components for which the recruiting service has a quota: RMNPS/ PS/ WM/ KA/ KG.

#### Undership

An authorization to a RS or a RSS to ship less than its assigned monthly or Annual Shipping Quota in any component or category.

## Activity Terms

#### Area Canvass Contact (AC)

Meeting likely prospects face-to-face, and obtaining their names and sufficient information for follow-up. Again, to count an AC, a recruiter must have sufficient information for follow-up. Getting just a name, and no additional information, is not an AC Contact. Once contact is made, the individual's name is put on the Canvass/Referral list in the recruiter's Scheduling & Results Book. The name is cross-checked against the list at the RSS. If the individual has

never been contacted before, then it becomes an AC contact regardless of whether qualified or not. AC Contacts are obtained during visits to the local area. Individuals who are contacted initially during high school visits are AC Contacts.

#### Home Visit (HV)

Defined as a visit by a recruiter to a house he has never visited before to try to contact an individual he has never talked to. A HV is not counted if the recruiter has spoken to the individual on the phone, or has met the individual before, or has agreed to a visit. An appointment made at the prospect's home as a result of a previous contact is never a home visit.

#### Office Traffic Screened (OT)

Defined as those individuals who walked in, or call in, or are brought in by others, to a recruiter's office to discuss enlistment. Do not include individuals who come in to the office as the result of scheduled appointments.

#### Telephone Call (TC)

The act of calling a prospect on the phone to schedule an appointment to discuss enlistment in the Marine Corps. This includes all prospecting calls from all types of lists, PPCS, PACs, or RCs. A phone call is counted any time a recruiter dials a prospect's number and he reaches someone at that number, there is no answer, or he reaches an answering machine. A phone call is not counted if a recruiter gets a busy signal or the line has been disconnected. Additionally, do not count a TC once an interview has been conducted with the individual. This will ensure the recruiter an accurate Standard of Effectiveness (Chapter 3, L).

## Source terms

#### Referral

An individual identified by name and reported to a recruiter as a prospect for enlistment; a referral can come from contacts poolees, parents, and Command Recruiters. All SMCR/I-I/MARTD-U referrals will be accompanied by a referral card.

#### Referral Credit

Recruiters are required to provide "Referral Credits" for enlistees who are specifically obtained from an I-I/SMCR unit. It is the actual enlistment of a referral into the Marine Corps or SMCR for which the unit receives the credit. (Does not include USMCR K/B enlisted into the USMC).

#### Returns

A term used to identify all types of cards that come to a recruiter that provide him a name/phone number/address to prospect. Returns are generated by advertising/mailings to lists, and by take-one boxes located in the local area.

- a. PPC. Priority Prospect Card generated as a result of a HQMC mail-out/advertising campaign.
- b. RC. Reenlistment Card generated on each Marine discharged with a RE-1A Code by HQMC.
- c. Local. A card generated as a result of a local (RS/RSS) mailout.

# Prospecting Terms

## Appointment

The criteria for an appointment is met when you get the prospect to agree to meet with you, at a specific time, on a specific day, either in your office or at his/her home, school, or job to discuss Marine Corps programs. This criteria meets the definition for appointment whether the prospect shows up or not.

## Contact

The term contact has three definitions:

1. **Contact.** A local citizen who provides names to the recruiter, and assists the recruiting effort (a contact card is completed on this individual).
2. **Contact (TC).** Personally talking to the prospect on the phone.
3. **Contact (HV/AC/OT).** A face-to-face meeting with an individual - who appears to be eligible to make application for enlistment - that results in the recruiter getting his name and sufficient other information to allow follow-up. Talking to a person but not getting name, plus locator information, is not a contact.

## Interview

When you have a face-to-face meeting with an individual and actually make a sales presentation to him on enlisting in the Corps. This occurs only after appropriate screening. Selling is the process of persuading prospects to enlist. Selling takes place during a face-to-face interview between the recruiter and the prospect. Interviews are held only after prospects have been found basically qualified. Do not count an interview if the prospect is not qualified. Often, the selling process will involve the prospects parents and other family members. If the prospect is 17 years old, his parent's consent will be required before a physical or enlistment.

## Lead/Suspect/Prospect

All terms that apply to a name which may, or may not, have a phone number/address attached. Leads/suspects/prospects, all require the recruiter to make the initial contact with the individual. The names come in the form of lists, return cards, and referrals from local contacts, poolees, etc.

## Screening

Screening is the process of weeding out those prospects not qualified for enlistment. Individuals that a recruiter meets, keeps appointments with, or who walk into the recruiter's office, must all be screened before conducting an interview. Screening a prospect before presenting a sales presentation will ensure that the recruiter does not waste time selling a prospect who is not qualified. Specific actions to take when screening applicants are:

1. Administering the Wide Range Achievement Test (WRAT) and Enlistment Screening Test (EST) to determine whether the prospect is likely to pass the Armed Services Vocational Aptitude Battery (ASVAB).

2. Checking the prospect's physical qualifications by using the physical checklist located in the screening section of the Marine Corps Military Processing Procurement Manual (MPPM), MCO P110.72.
3. Verbally screening the prospect to ensure he meets enlistment criteria in the following areas:
  - a. Age
  - b. Education
  - c. Citizenship
  - d. Dependents
  - e. Drug use/involvement
  - f. Police Record
  - g. Prior Service

#### Source (SRCE)

The name, agency or program that produced a lead. In other words, WHERE DID THE NAME COME FROM? (not who "influenced" the applicant to enlist). The back of the current S&R sheet contains the following acceptable source codes.

##### **Command Recruiting:**

**BL** — Boot Leave

**PT** — Permissive TAD

**TO** — TAD OSO

**AL** — Annual Leave

**RA** — Recruiter Assistant

**AD** — Recruiter Aide

##### **Other Sources:**

**DEP** — Poolee

**LIS** — List Canvass

**MCR** — Marine Corps Reserve

**PPC** — Priority Prospect Card

**LOC** — Local Mailback

**CAL** — Call In

**CAN** — Area Canvassing

**WKI** — Walk In

**REF** — Referral

**REC** — Reenlistment Card

**OTH** — Other

Additionally, you will want to specify the person who provided the referral, the actual list that the name came from, or the place the AC was made, etc. This will help you credit specific programs and people for their assistance in the recruiting effort.

#### Working Applicant

A Working Applicant is an individual who has passed the recruiter's mental, moral and physical screening, been given a sales presentation, agreed to take the mental test, agreed to

take the physical exam, and finally, agreed to enlist. An applicant is declared the day the recruiter receives the commitment, not the day that he begins processing. Applicants who are 17 meet the standard for becoming a new working applicant without parental consent. However, parental consent will be required before these individuals can undergo physical examination.

## **Ratio definitions**

### **Business Percentage (BP)**

The percentage of interviews obtained from each prospecting activity. BP shows the relative weight or value of each prospecting activity.

### **Closing Ratio (CR)**

The number of interviews you conducted to attain one new working applicant. CR essentially shows the effectiveness of your sales presentations or interviews.

### **Processing Ratio (PR)**

The number of new working applicants that it takes you to get a contract. This shows you the effectiveness of your processing, and the effectiveness of your screening.

### **Sales Ratio (SR)**

The number of interviews you conducted to obtain one contract. The SR is a gauge of processing so not only does the SR indicate the effectiveness of your sales but also shows how effective your screening is.

### **Standard of Effectiveness (SOE)**

The number or amount of each prospecting activity you did to obtain one interview from that particular activity. An SOE is calculated for each prospecting activity. SOE shows how effective you are in each prospecting activity.

## **Miscellaneous Terms**

### **Accession**

A qualified military available applicant who is enlisted/reenlisted in the regular Marine Corps or Marine Corps Reserve.

### **Annual Training Plan**

The Annual Training Plan is produced at the MCRC, District, and RS level. The training plan provides a schedule of courses, follow-ups, and RS level training visits. Additionally, at the RS level, the training plan provides training topics for Refresher/Reinforcement training throughout the year.

### **ARMS**

Automated Recruiting Management System. An automated data collection program used in managing recruiting efforts within the Marine Corps.

### **Activity Analysis**

This report displays prospecting, selling, and processing results in comparison to objectives set for the month. The report also shows specific effectiveness ratios in comparison to

established standards. Information is shown for the last month and year-to-date so that performance trends can be identified.

#### Broken Reenlistment

The reenlistment of an individual in the regular Marine Corps who has been separated from the Regular Marine Corps for more than 90 days.

#### Buddy Program

Special program which allows two or more people to sign up to begin recruit training together.

#### CAT IIIA +

An individual who scores 50 or better on the AFQT score of the ASVAB test. This score serves as a quality indicator.

#### Command Recruiting

All active duty Marines who are not currently assigned as recruiters, who assist in the recruiting effort. There are 4 types of Command Recruiters:

- Boot Camp Leave
- Permissive Recruiter Assistant
- Annual Leave
- Permissive TAD

#### Consult

An authorized additional/special medical examination requested by MEPS when they are unable to provide conclusive medical diagnosis.

#### Continuous Reenlistment

The reenlistment of an individual in the regular Marine Corps who has been separated from the regular Marine Corps for 90 days or less, but for more than 24 hours.

#### Contract

An applicant enlistment or reenlistment into the regular Marine Corps or Marine Corps Reserve. A recruiter receives credit for a contract when an individual enlists for the Delayed Entry Program, or enters directly on active duty.

#### Daily Report

This report allows the RS to monitor critical activities and results at each RSS as the week progresses.

#### DEP

Delayed Entry Program. Allows a prospect to enlist and depart for recruit training within 365 days.

#### Direct Mail

A personal mailout of promotional material from a central distribution point.

#### Disqualified (DQ)

An applicant found unqualified for enlistment.

#### EAD Recruiter

A reservist assigned to active duty for a period of two years to serve as an 8411 recruiter.

#### EDPT

Electronics Data Processing Test. A special test designed to determine qualifications for assignment to a computer field.

#### ENTNAC

Entrance National Agency Check. The basic background, fingerprint and police record check on every enlistee in the Armed Services. Initiated by the recruiting service on enlistees who will be pooled for more than 60 days. Run by the Defense Investigative Service, it provides an accurate police record check.

#### ERR

Eastern Recruiting Region.

#### EST

Enlistment Screening Test. Given by a recruiter to determine if the applicant is qualified to take further qualifying tests.

#### I & I

Inspector & Instructor. A Regular Marine Corps Officer who supervises, instructs and assists Reserve Air/Ground units in attaining and maintaining a high status of readiness for mobilization.

#### Immediate Reenlistment

The reenlistment of a Marine into Marine Corps within 24 hours of the time of separation from the last active service period in the Marine Corps. This must take place where the separation occurred.

#### IRC

Interservice Recruiting Committee. A committee formed by representatives of the Armed Services recruiting units in a given geographical area to effect coordination/cooperation in resolving/administering common recruitment matters.

#### IRT

Itinerant Recruiting Trip. Scheduled visit by a recruiter to a designated location other than a RS/PCS for the purpose of recruiting.

#### Marine Corps College Fund (MCCF)

Offers 400 additional dollars for every month that a Marine receives Montgomery G.I. Bill benefits. Total benefit (including MGIB portion) is \*\$30,000. \*The fund may be expanded to \$50K on 1 Mar 99.

#### MCROC

Marine Corps Recruit Options Center. A central control point for all guarantee option programs and enlistment bonus control numbers.



## MEPCOM

Military Entrance Processing Command. The headquarters for the MEPS stations throughout the eastern, central and western sectors.

## MEPS

Military Entrance Processing Station. A MEPS is the station that tests, physicals, and enlists individuals into the service. This is where all processing is accomplished, with the exception of testing done at METS or the high schools.

## METS

Mobile Examination Test Site. A METS mobile team that processes applicants in the local area to determine mental qualifications before sending the applicants to the MEPS station for medical/enlistment processing.

## MEDREP

Medically Remedial Enlistment Program. Allows male applicants who are disqualified because of a single, specific medical defect to enlist and have their defect remedied upon entry on active duty.

## Mission Letter, Monthly

Provides the new contract mission, and stepping mission for the current month to the RS from the district HQ.

## Mission Letter, Yearly

Provides the total new contract mission, and the monthly shipping missions for an entire year. The shipping requirements are given by month.

## Monthly Report

Used to analyze results of efforts expended and to monitor results of applicants processed. This report is entered into the ARMS for generation of Activity Analysis, and objectives.

## NAC

National Agency Check.

## NROTC

Naval Reserve Officer Training Corps. A program subsidized by the Department of the Navy and offered at certain civilian educational institutions where the members work toward a baccalaureate degree while being trained to be Regular Officers in the Naval Services.

## Objectives

Activity objectives for each of the four recruiting activities. New working applicants and interviews are determined by the ARMS based on the results of activities from the last three months. NCOICs and recruiters may compute their objectives manually using data analysis.

## PCS

Permanent Contact Station. A full-time recruiting facility under the control of a Recruiting Substation.

## PRASP

Permissive Recruiter Assistant. Recent recruit training or formal school graduates ordered to temporary duty at a recruiting substation to help in the recruiting effort.

#### PTAD

Permissive TAD. A Marine assigned in a temporary duty status to help the RSS in the recruiting effort. This category includes all Marines who are not classified as Permissive Recruiter Assistants.

#### Poolee

An enlistee in the Delayed Entry Program (DEP).

#### Prior Service Enlistment

A person joining the Marine Corps or the Marine Corps Reserve after having previously served in the Armed Services.

#### Production Weighted Qualified Military Available (PQMA)

A calculation based on net contracts, and IIIA+ contracts written by DOD from a specific county. This is an indicator of future potential based on past results.

#### Qualified Military Available (QMA)

QMA is an estimate of the males in an area eligible for enlistment in the Armed Forces in the event of mobilization.

#### Recruiter Aide (NPS)

Reservists assigned to short tours of active duty with an RS/RSS for the purpose of recruiting in their local areas in support of the SMCR.

#### Recruiter Support Material

Material or equipment used by a recruiter to generate interest in, or provide information about the Marine Corps.

#### RSS

Recruiting substation, a full-time recruiting facility under control of a recruiting station.

#### RTR

Recruit Training Regiment.

#### Tier I (Education)

High school graduates and seniors or non-traditional graduates who have completed 15 semester hours of college. Also, Home School Diploma holders and GED graduates of the National Guard Youth Challenge Program.

#### Tier II (Education)

Alternate credential holders.

#### Tier III (Education)

Non-high school graduates.

#### USMCR (A)

An enlistee who has completed his military obligation and is classified as a non-obligor upon enlisting in the Marine Corps Reserve.

**USMCR (B)**

A women enlistee in the Reserve program. Not to be used for enlistees going on active duty for other than IADT.

**USMCR (J)**

A designation given to those non-prior service personnel enlisted into the Delayed Entry Program for future enlistment into the regular Marine Corps.

**USMCR (K)**

A designation given to those non-prior service personnel enlisted in the Marine Corps Reserve.

**Weekly Report**

Used to analyze progress towards the monthly-objectives. The overall analysis serves as a basis for the command group to reevaluate its monthly command group action plan, trends of significant performance, and deficiencies which are judged beyond the capabilities of the NCOIC.

**WRAT**

Wide Range Achievement Test. Used to test the reading ability of a prospect. This is normally the first step in the written part of the screening process.

**WRR**

Western Recruiting Region.